

City of Alexandria, Virginia
Department of Planning & Zoning

SPECIAL USE PERMIT CERTIFICATE

Article XI, Division A, Section 11-510 of the 1992 Zoning Ordinance of the City of Alexandria, Virginia requires that you display this special use permit in a conspicuous and publicly accessible place. A copy of the list of conditions associated with the special use permit shall be kept on the premises and made available for examination by the public upon request.

Special Use Permit	#2012-0063
Approved by Planning and Zoning:	December 3, 2012
Permission is hereby granted to:	Braddock Metro Place Investors, LLC
to use the premises located at:	1261 Madison Street
for the following purpose:	see attached report

It is the responsibility of the special use permit holder to adhere to the conditions approved by City Council. The Department of Planning and Zoning will periodically inspect the property to identify compliance with the approved conditions. If any condition is in violation, the permit holder will be cited and issued a ticket. The first violation carries a monetary fine. Continued violations will cause staff to docket the special use permit for review by City Council for possible revocation.

12/3/2012
Date

Faroll Hamer / BJR
Faroll Hamer, Director
Department of Planning and Zoning

DATE: December 3, 2012

TO: Barbara Ross, Deputy Director
Department of Planning and Zoning

FROM: Nathan Randall, Planner
Department of Planning and Zoning

SUBJECT: Special Use Permit #2012-0063
Administrative Review for New Use
Site Use: Valet Parking
Applicant: Braddock Metro Place Investors, LLC
Location: 1261 Madison Street
Zone: CRMU-H/ Commercial Residential Mixed Use (High)

Request

Special Use Permit #2012-0063 is a request to operate valet parking at the yet-to-be-built Braddock Metro Place residential condominium building at 1261 Madison Street. The applicant seeks to fulfill its off-street visitor parking requirement for the building (as contained in its recently-approved Development Special Use Permit) by providing parking spaces to visitors of the building through a valet parking service. Details of the applicant's proposal are as follows:

- Hours of Operation: 24 hours/day, seven days/week
- Pick-up/Drop-off Location: Five parking spaces located on Levels G-1 and G-2 of the proposed below-grade parking garage will be reserved for valet visitor parking pick-up and drop-off.
- Garage Access: Visitors will call the concierge desk from an intercom near the garage entrance. Concierge staff will remotely open the garage door and instruct visitors to follow signage to one of the five visitor valet parking spaces.
- Vehicle Storage: One to two concierge staff will retrieve vehicles from designated parking spaces and drive them to parking at the Sheraton Suites garage on North Saint Asaph Street. The applicant has secured an arrangement to park up to 19 vehicles in the garage at any one time.

Background

In April 2012, City Council granted Development Special Use Permit #2011-0024 to the applicant for the construction of Braddock Metro Place, a ten-story residential condominium building with approximately 165 units. Conditions #48 and 49 require the builder to provide an additional 15% of their total 149-space requirement, or 23 spaces, for visitors 24 hours each day.

Condition #50 requires the applicant to provide these spaces at a nearby off-street location. The applicant is not required to provide them in the on-site parking garage, but plans to use a total of seven spaces within the garage toward the 23-space visitor parking requirement. A balance of 16 spaces must be accommodated off-site. The applicant attempted to find non-valet off-street visitor parking in the area but was unsuccessful. Staff has determined that the applicant may satisfy Condition #50 through the provision of valet parking for visitors.

Condition #50 also allows the applicant to request from the Directors of Planning & Zoning and Transportation & Environmental Services the removal of the off-street visitor parking requirement three years after the issuance of the last Certificate of Occupancy in the building and provided that a parking study demonstrates that the spaces are no longer needed.

Community Outreach

Public notice was provided through eNews, via the City's website, and by posting a placard on the site. In addition, the West Old Town Citizens Association, Braddock Station Civic Association, Braddock Place Townhome Association, and Braddock Place Condominium Association were sent an e-mail with information about the current application. Staff has not received any comments from residents or adjacent businesses that would require staff to docket the Special Use Permit for public hearing.

Staff Action

Staff does not object to the applicant's request to operate a valet parking service to satisfy its visitor parking requirements as contained in the approved DSUP for the proposed Braddock Metro Place. Staff believes that valet parking is a reasonable alternative for the applicant to meet its visitor parking needs in light of the applicant's unsuccessful attempts to provide more traditional, self-parking off-street parking opportunities. The garage location, at the Sheraton Suites hotel located about six blocks away, is not staff's first choice but is nonetheless adequate given the low number of vehicles expected to use the service. Unlike traditional valet parking services intended for dozens or hundreds of business customers, the scope of the valet parking operation here is expected to be small. The maximum number of parking spaces available to the applicant at the Sheraton under the current agreement, which is 19, exceeds the number of spaces the applicant is required to provide for visitors under its Development Special Use Permit approval. It is also consistent with the small size of the proposed operation.

The proposal will not negatively impact the public right-of-way given that the area where vehicles will be transferred from owners to attendants will not be located on public right-of-way. Although only one or two attendants will be available at any one time, staff believes this staffing level is likely to be sufficient given the scope of the operation. Furthermore, five spaces will be available for vehicles waiting to be transported to the Sheraton garage or for their owners to pick them up, which appears to be a large number for such a small valet parking operation and affords the attendants additional time to park and retrieve vehicles.

Staff has included two special conditions in this report to respond to the atypical circumstance of the valet parking being used to satisfy visitor parking requirements. Condition #5 requires the applicant to install appropriate signage directing visitors to the portion of the garage where the visitor parking spaces will be located. Condition #3 will require the applicant to inform residents


of the availability of visitor parking to its residents by informing new residents at the time they purchase their units, by posting adequate and periodic notice in the building lobby and other common areas of the building, and by including adequate and periodic notice in any newsletters that may be established in the future to communicate with residents.

Staff has also included several standard conditions of approval in this report. Condition #2 stipulates that the Directors of Planning & Zoning and Transportation & Environmental Services may adjust the number or location of valet visitor parking spaces at any time the Directors determine that valet parking operations in this location have a negative impact on the flow of traffic or that such a change would improve the operation generally. Condition #8 requires the applicant to maintain adequate staffing levels to prevent the backing up of vehicles outside of the approved visitor parking spaces. Conditions #7 and #9 prohibit vehicles associated with the valet parking operation from being parked anywhere outside of the approved visitor parking spaces or an approved garage location. Finally, staff is requiring in Condition #11 a review of the valet parking operation six months after it becomes operational and every year thereafter. This strong review language, which is included in the administrative standards for valet parking, allows staff additional flexibility to require changes to the valet parking program that may become necessary in the future, particularly if the service becomes popular enough to exceed the scope of the current proposal.

Staff hereby approves the Special Use Permit request.

ADMINISTRATIVE ACTION - DEPARTMENT OF PLANNING AND ZONING:

Action: Approved
Date: December 3, 2012



Barbara Ross, Deputy Director

Attachments: 1) Special Use Permit Conditions
 2) City Department Comments
 3) Statement of Consent

CONDITIONS OF SPECIAL USE PERMIT #2012-0063

The applicant is responsible for ensuring that the following conditions are adhered to at all times. Violation of any of the conditions may result in fines and/or referral to public hearing by the Planning Commission and City Council.

1. The Special Use Permit shall be granted to the applicant only or to any business or entity in which the applicant has a controlling interest. (P&Z)
2. The proposed valet visitor parking drop-off and pick-up area shall constitute at least five off-street parking spaces located within the on-site garage as generally represented in this application. The size and location of the valet zone may be adjusted by the Directors of P&Z and T&ES upon the applicant's request, as part of the review under Condition #11 of this Special Use Permit, or upon the determination, at any time, by the Directors that valet parking operations in this location negatively impact the flow of traffic or that adjustments will improve the operation. No valet loading or unloading of passengers shall occur outside of an approved valet visitor parking drop-off and pick-up area. (P&Z) (T&ES)
3. For as long as it is required to satisfy minimum visitor parking as required in DSUP#2011-0024, the applicant shall advertise to building residents the availability of visitor valet parking to the satisfaction of the Director of Planning & Zoning using the following minimum mechanisms or their equivalent: 1) informing new residents of the valet parking program at the time of unit purchase, 2) posting on a routine basis notices in the lobby and other common areas of the building regarding the valet parking program and 3) informing residents of the valet parking program through any resident newsletter that may be established in the future. (P&Z)(T&ES)
4. For as long as it is required to satisfy minimum visitor parking as required in DSUP#2011-0024, the applicant shall make valet parking available to building visitors 24 hours/day, seven days/week. (P&Z) (T&ES)
5. The applicant shall install signage inside the garage to direct visitors to the visitor parking spaces to the satisfaction of the Director of Planning & Zoning. (P&Z)
6. The valet visitor parking drop-off and pick-up area is solely for the use of loading and unloading vehicular passengers and the temporary staging of passenger vehicles prior to locating them within the parking garage or other approved off-street location for storage. Besides this temporary staging of passenger vehicles there is no other parking and/or loading/unloading permitted within the valet zone during approved valet hours. (P&Z) (T&ES)
7. All valet-parked vehicles shall be stored in the parking garage indicated in the application or in another approved off-street location. The applicant shall maintain a written contract with a parking garage or other approved off-street location allowing the use of the garage. (P&Z) (T&ES)

8. Sufficient staff and resources shall be provided to operate the valet service safely and effectively within the boundaries of the designated valet parking area. Double parking, staging outside the valet parking area as defined herein or later amended and vehicles stored in locations other than designated off-street facilities shall be considered indicators of inadequate staffing to meet vehicle volumes. If the Directors of P&Z and T&ES determine that there is inadequate valet staffing, they will require additional staffing and/or resources necessary to comply with this condition. (P&Z) (T&ES)
9. No vehicle in the valet parking program shall be parked or temporarily stored by an attendant on streets or sidewalks. (P&Z) (T&ES)
10. The valet parking operator shall record the number of vehicles using valet service, keep an ongoing written log, and make the log available to the City, in order to track the effectiveness and popularity of the program. (P&Z) (T&ES)
11. Six months after commencing operation, the valet parking shall be reviewed for compliance with the standards and conditions listed above and those listed in DSUP#2011-0024 and for its effectiveness in handling the drop off, ferrying, parking and retrieving of vehicles efficiently and effectively, without undue interference with non-valet parking and traffic. If on review the directors of P&Z and T&ES determine that the valet parking program has operated successfully and in compliance with its permit, then the permit shall be extended indefinitely, with a similar review to occur at the end of each one year period from that point forward. As part of the initial or annual review under this paragraph, the directors of T&ES and P&Z may require the operator to adjust the features of the program or, alternatively, may docket the SUP for Planning Commission and City Council review, if: a) there are concerns about the effectiveness, success or impacts of the valet parking program; b) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; or (c) the Director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions. (P&Z) (T&ES)

CITY DEPARTMENT COMMENTS

Legend: C - code requirement R - recommendation S - suggestion F - finding

Transportation & Environmental Services:

- F-1 Visitor spaces can be accommodated on site until residents have leased 90% of the available spaces. Once 90% of the residential parking spaces are leased, property management will inform the residents that visitor parking can no longer be accommodated on site, and the valet program for visitors will be implemented. (T&ES)
- R-1 No valet loading or unloading of passengers shall occur outside of the valet parking zone located within the parking garage. (T&ES)
- R-2 Once implemented, the valet parking services shall be provided 24 hours a day, seven days a week. (T&ES)
- R-3 The valet parking zone is solely for the use of loading and unloading vehicular passengers and the temporary staging of passenger vehicles prior to locating them within the parking garage or other approved off-street location for storage. Besides this temporary staging of passenger vehicles there is no other parking and/or loading/unloading permitted within the valet zone during valet parking hours of operation. (T&ES)
- R-4 All valet-parked vehicles shall be stored in the parking garage indicated in the valet parking plan or in another approved off-street location. Prior to starting operation of the valet service, provide a copy of a signed contract for the garage or off-street parking to the satisfaction of the Director of Planning & Zoning. The applicant shall maintain a written contract for the duration of the valet operations. (T&ES)
- R-5 Sufficient staff and resources shall be provided to operate the valet service safely and effectively within the boundaries of the designated valet parking area. Double parking, staging outside the valet parking area as defined herein, and vehicles stored in locations other than designated off-street facilities shall be considered indicators of inadequate staffing to meet vehicle volumes. If the Directors of P&Z and T&ES determine that there is inadequate valet staffing, they will require additional staffing and/or resources necessary to comply with this condition. (T&ES)
- R-6 No vehicle in the valet parking program shall be parked or temporarily stored by an attendant on streets or sidewalks. (T&ES)
- R-7 The valet parking operator shall record the number of vehicles using valet service, keep an ongoing written log, and make the log available to the City, in order to track the effectiveness of the program. (T&ES)

- R-8 Six months after commencing operation, the valet parking shall be reviewed for compliance with the standards and conditions listed above and in DSUP2011-00024 for its effectiveness in handling the drop off, ferrying, parking and retrieving of vehicles efficiently and effectively, without undue interference with non-valet parking and traffic. If on review the directors of P&Z and T&ES determine that the valet parking program has operated successfully and in compliance with its permit, then the permit shall be extended indefinitely, with a similar review to occur at the end of each one year period from that point forward. As part of the initial or annual review under this paragraph, the directors of T&ES and P&Z may require the operator to adjust the features of the program or, alternatively, may docket the SUP for Planning Commission and City Council review, if: a) there are concerns about the effectiveness, success or impacts of the valet parking program; b) there have been documented violations of the permit conditions which were not corrected immediately, constitute repeat violations or which create a direct and immediate adverse zoning impact on the surrounding community; or (c) the director has received a request from any person to docket the permit for review as the result of a complaint that rises to the level of a violation of the permit conditions. (T&ES)

Code Enforcement:

- F-1 No comments

Health Department:

- F-1 No comments

Parks and Recreation:

- F-1 No comments received

Police Department:

- F-1 No comments received

STATEMENT OF CONSENT

The undersigned hereby agrees and consents to the attached conditions of this Special Use Permit #2012-0063. The undersigned also hereby agrees to obtain all applicable licenses and permits required for the valet parking operation at 1261 Madison Street.

Mary Catherine Giff, agent
Applicant - Signature

12/6/12
Date

Mary Catherine Gibbs, agent
Applicant - Printed

12/6/12
Date